

# Bard on the Beach

## CASE STUDY

The biggest non-profit Shakespeare Festival in Western Canada, set in Vancouver's Vanier Park with stunning views of mountains, sea and sky, aimed to raise awareness of its 2023 season performances. The goal was to engage and highlight the season to their target audience: adults aged 25+ in the Vancouver area who are passionate about arts, theatre, history, English literature and seeking an enjoyable evening out in Vancouver.



## STRATEGY

Postmedia developed a highly targeted, comprehensive marketing strategy that included a mix of sponsored content, on-network display, Digital Out of Home (DOOH), and print to maximize reach and engagement.

### KEY SOLUTIONS

#### Sponsored Content

- We leveraged the editorial strength of a sponsored content piece in the *Vancouver Sun* titled "[This will be an event to remember](#)".
- The content was amplified across social media and digital display ads, driving traffic back to the sponsored article.
- The digital piece was also repurposed for print in both *Vancouver Sun* and *Vancouver Province*.

#### Digital Out of Home

- We placed ads in high-traffic Vancouver locations, including retail malls, outdoor bus shelters, urban panels, billboards, transit, and various entertainment venues, including movie theatres.

#### On-Network Display

- Two strategic flight periods – June and July – were used, with geo-targeting and audience-specific targeting to optimize reach.

#### Print

- The *Vancouver Sun* provided consistent exposure with premium ads at the season launch, ongoing Saturdays throughout the season, and additional half-page ads in the Entertainment section and ticker spots.

## RESULTS

The client saw a significant boost in sales thanks to strong visibility from both print and digital campaigns, delivered in two key phases. These efforts drove over 230 website clicks. Digital Out of Home (DOOH) advertising made an impact, generating 153,000 impressions across 8 venues. Plus, the custom content launched at the season's start sparked impressive engagement, with nearly 4,000 readers interacting with the story.

**160K+**

DIGITAL IMPRESSIONS

**3.9K+**

CONTENT PAGE VIEWS  
Industry Benchmark 1K

**151K+**

SOCIAL IMPRESSIONS  
TO SUPPORT CONTENT

**57.8K+**

INFEEED 40K/DISPLAY  
17.8K  
IMPRESSIONS

**0.14%**

DIGITAL CTR  
Industry Benchmark  
0.09%

**5.32min**

CONTENT TIME SPENT  
Industry Benchmark 2.2min

**4.66%**

ENGAGEMENT RATE  
Industry Benchmark  
1.85%

**0.66%**

AVERAGE CTR (INFEEED  
0.59%/DISPLAY 0.82%)  
Benchmark 0.6% & 0.09%



*Partnering with Postmedia to launch our season has been wonderful. We worked with the team to create a plan that used all the tools at their disposal. We saw a 40% jump in sales over a weekend where we layered digital and in-paper custom content with brand awareness ads—to spectacular results.*

*Emma Lancaster, Director of Marketing & Communications – Bard on the Beach*